

COMPANY

*In Behalf of*  
**BEAUTIFUL  
WINDOWS**

ROLSCREEN



The Rolscreen Company, virile and rugged from its ten years of development of ROLSCREENS of Pella,

eager in its youthful ambition to hold its stride during a rapidly changing era of new conceptions of

convenient living, presents this book for the guidance of builders of homes in eliminating insect screen

nuisances and in designing beauty into windows.

**ROLSCREEN COMPANY . . . 101 MAIN STREET . . . PELLA, IOWA**



## I N B E H A L F O F B E A U T I F U L W I N D O W S

It is our desire by this book to create a consciousness of beautiful window effects as they may be conserved by the use of Rol screens.

Too often is the beauty and dignity of attractive windows completely hidden by thoughtlessly installing inartistic window screens



# ROLSCREEN

*Rolscreened Stone Bay  
Windows in the House  
of James W. Hubbell,  
Des Moines, Iowa*



*No lovelier example of fine screening*

Not by elaborate display but by careful concealment do we convey the realization that classic window beauty need not be marred by insect screens. These windows are screened with Rolscreens, but you'd hardly know it. The screens do not interfere with easy access to window operators and do not intrude on the charming atmosphere of casements simply and artistically draped.



# ROLSCREEN



*Tinsley, McBroom &  
Higgins, Architects,  
Des Moines, Iowa*



## *Rolscreens* ARE INCONSPICUOUS

Windows are the sun-shrines of your home. They should breathe hospitality and good cheer to the guest as well as to the passerby. Screens of course are necessary for protection against insects and as protection for drapes, but they need not obscure, they need not be clumsy and they need not be a nuisance. Use Rolscreens . . . they are a delightful solution to screening problems.



# ROLSCREEN

*Rolscreened House of  
The Misses Boteler  
Guilford, Baltimore . .  
Mr. Harold Appleton  
Stilwell, Baltimore,  
Architect*



## *Rolscreens* WITH DOUBLE HUNG WINDOWS

When selecting your window screens, insist that they meet these simple specifications: no taking down or putting up for storing or washing; no screen over window when closed; no rain beating through dirty screens onto clean panes; permanently insect tight at the sides as well as top and bottom; and concealed so as not to detract from window appearance



# ROLSCREEN



## *Rolscreens* DO NOT INTRUDE

A colonial window . . . screened by Rolscreen! How engaging is the beauty of a fine colonial window with white muntins clearly defining symmetrical panes of clear sparkling glass. How completely would this beauty be blotted out by framed screens and blurring screen cloth. Rolscreens are installed on the inside where they are conveniently accessible, stay clean and last long



*Rolscreened House of Mrs. Freda Maytag Sparey, Colorado Springs  
Mr. J. B. Benedict, Denver, Architect*

## ALL TYPES OF WINDOWS

Rolscreens are adaptable to all types of windows in either new or old homes. They can be installed without special cutting or fitting.

## DELIGHTFULLY CONVENIENT

Rolscreens roll up and down like a window shade . . . there when you want them, out of the way on a hidden roller when you don't. They eliminate all of the bother of old-fashioned, unsightly flat frame type screens which are always over the window whether you need them or not, cutting out 20% of the light and ventilating area and spoiling the beauty of your windows and drapes.



# Rolscreens

## CONSERVE WINDOW BEAUTY



# ROLSCREEN

A considerable amount of the money you have appropriated for your new home will be spent almost solely toward beautifying effects. You would probably be astounded if you knew the exact amount . . . Cornices, bays, set-backs, arches, pillars, blinds, dormers . . . to relieve the monotony of the square and cube. An artistic roof, colorful trims, paneled doors, graceful windows . . . to please the eye and make it distinctively your home. Yet how easy it is to inject a "sour" note; to upset the whole artistic scheme with ordinary, outside-hung, wide-framed screens! Rolscreens of Pella obviate all that. Installed on the inside, they are so unobtrusive, you scarcely realize they're there. No clumsiness! No marred window effects! No encroachment on light area!

*Consider, too, the other amazing features:*

### **Rolscreens Roll Up and Down As Easily As a Window Shade**

A thumb's touch, and they roll up through guides you hardly see and onto a spring roller you don't see at all. They're there when you want them; out of the way and sight when you don't.

Rolscreens need not be taken out for access to flower boxes or for window washing. In fact, they need never be taken down. They're permanent! They require no storing, no messy dusting, painting, repairing, matching and putting up each spring.

Rolscreens do not collect dirt . . . to be beaten against panes by rain or to soil delicate breeze-blown drapes . . . but clean themselves each time they're rolled.

When you plan your home . . . plan your windows also. They are the "eyes" that will give your home life, beauty, stateliness! Banish those daily inconveniences and that twice a year drudgery which old-fashioned screens impose. Give yourself the economy of screens that will probably last for the remainder of your life . . . ROLSCREEN your windows. But, be sure your ROLSCREENS are the genuine Pella-made. Their fifteen patented features and ten years of successful history are assurance of satisfaction-giving to a degree no other rolling screen can offer.



## CONVENIENT

We should recognize the truth . . . frame screens are ugly and inconvenient. They have no place in modern, well designed homes. Careless screening has stolen the beauty and convenience of too many fine windows. ROLSCREENS are the solution. They are the perfect companion of fine windows in fine homes . . . inconspicuous, convenient and thoroughly practical.

Unless you have already seen genuine ROLSCREENS of Pella or are acquainted with them, you would never dream that such unusual improvements in screens were possible. Proud is the woman who can show her friends her ROLSCREENS. Enthusiastically she tells of their many superiorities over the old-fashioned flat type screen.

Consider the convenience of ROLSCREENS of Pella . . . they need not be taken out for access to flower boxes or for window washing; they require no storing; no troublesome matching and putting up in the spring; no irksome taking down in the fall; no messy annual dusting, painting and repairing. ROLSCREENS give you all these advantages with any size or type of window.

## This Nuisance Ends with ROLSCREENS



Gracious living demands that window design and decorative effects be in good taste and that petty nuisances be eliminated. How annoying it is to have the draperies mussed and torn in trying to remove frame screens . . . not only is it annoying . . . but expensive too. Draperies haven't much chance of remaining clean, unmussed or untorn where ordinary window screens are used. So consider your drapes when you choose your screens. Plans for your window treatment may be completely upset by carelessness in selecting your window screens. With ROLSCREENS of Pella you are not in the least restricted as to the design of drapes or their fabrics.



## PERMANENT

ROLSCREENS are permanent. They are guaranteed for ten years. They incorporate fourteen exclusive patented features. ROLSCREENS do not sag or bag because the screen wire is firmly locked in at the sides by guides which grip small lugs inserted in the edges of the wire cloth. ROLSCREENS are insect tight because they're locked in on all four sides . . . no gapping edges even after long hard service. An accidental blow does not damage the screen wire . . . it merely disengages the lugs from the guides and rolling up the screen instantly replaces them. The guides operate smoothly . . . there's no binding or sticking. Another feature is the full floating roller . . . it eliminates all wear on the screen cloth as it rolls and unrolls from the roller. ROLSCREENS will not rust or break into holes, being made of special Electro-plated, clean, clear-vision "AluminA" wire cloth, with reinforced selvages. It will far outlive the guarantee. You can secure all of these features only by insisting on Pella-made ROLSCREENS.



ROLSCREEN



## Secure When Open

ROLSCREENS of Pella make your windows secure when open and make them safe against intrusion. When ROLSCREENS are pulled down, they automatically lock on the inside. A touch of the finger unlatches them and they roll up easily like a window shade. They're there for service day and night, fall and winter, spring and summer; whether for insect protection, for preventing drapes from blowing out, or for making open windows safe both from the inside and the outside. There are no gapping edges, no bad fitting, there is no sticking and no binding. What a sense of satisfaction there is in having the security of such screens . . . completely locked in at both sides as well as at top and bottom. Only in ROLSCREENS of Pella can you get all these features.





## *Compare the* **CONVENIENCE**



Flower boxes and awnings are conveniently accessible when your windows are equipped with ROLSCREENS. Why put up with cumbersome flat frame screens when it is so easy to have convenient window screening? No take down . . . no put up for window washing or storage . . . ROLSCREENS are the screens you'll love to have and to show to your friends . . . they're so different . . . so permanent . . . so beautiful!



## *Compare the* **APPEARANCE**

Beautiful windows can't look their best when frame screens are up. The clearly defined lines of the window panes are completely blotted out. Notice how ordinary flat screens blur the vision and obstruct the light. What a bother frame screens are! Always in the way for window washing and cleaning tasks.





## FLAT FRAMED SCREENS SHOULD BE "OUT"

American Architecture has improved wonderfully during the past twenty years. We no longer find the hideous porches, "ginger-bread" porticoes, fancy balustrades, elaborate gable decorations and huge, badly proportioned windows. The home of today is designed for simple dignity, utility and convenience and in a style that will be good for generations. Sad to say, we have not become conscious of the ugliness of flat framed screens. Careless screening has stolen the beauty of too many windows. Your architect will approve Rolcreens of Pella . . . they will conserve the beauty which he so carefully designs into your windows.

### WHAT WOULDN'T YOU GIVE TO BE SPARED THIS

Screens stored in the basement or attic must be lugged out, washed off, repaired and painted. Then starts the "Chinese Puzzle" that calls for real "technique" in fitting screens that are just too long or just too wide while balancing on a ladder or hanging out of a window.

### WHAT A NUISANCE!

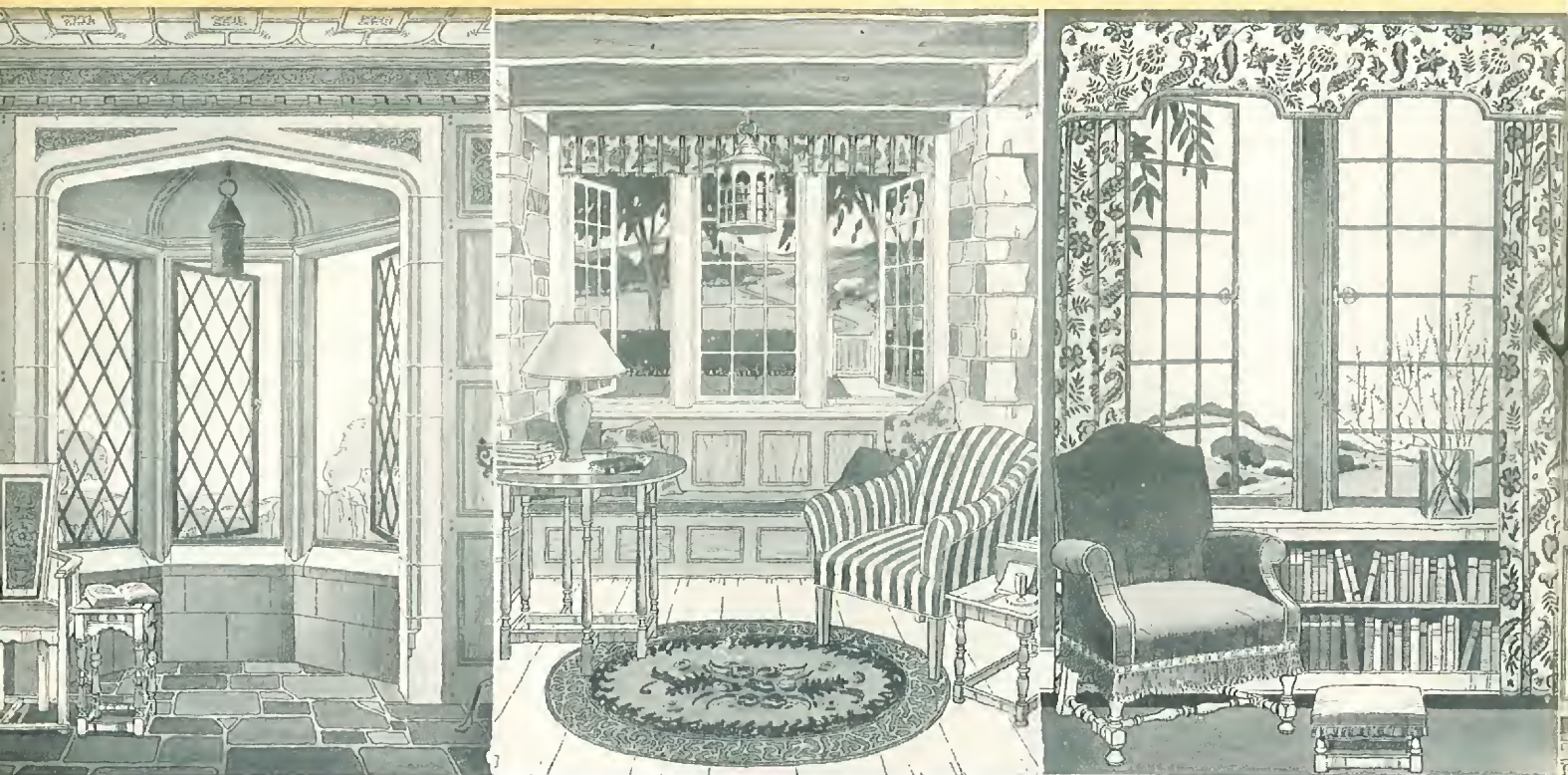
Quite often spring and "fly-time" is ahead of schedule. Frame screens have a habit of always being put up too late and taken down too soon. Rolcreens are ready for instant use any day and any season, there when you want them, out of the way when you don't. Insist on Pella-made ROLSCREENS . . . the standard of window-screen comparison.



# ROLSCREEN



## FOR ANY STYLE OF ARCHITECTURE



Since the beginning of its activities the Rolscreen Company has concentrated exclusively on the designing and building of ROLSCREENS to meet the requirements of all styles of architecture and all types of windows. Its work has been that of assisting architects and home owners in screening their windows efficiently and conveniently without in any way detracting from exterior or interior window beauty. So thoughtfully have ROLSCREENS of Pella been engineered that they permit complete window freedom and do not intrude or interfere with any desired draping arrangement. You can't get effects such as these with ordinary screens. Hundreds of special detailing suggestions are available. ROLSCREENS are sold with a 10-year guarantee and with the sincere pledge that each ROLSCREEN user must be satisfied.

**WINDOW BEAUTY IS PRESERVED . . .** ROLSCREENS do not mar the beauty or hinder or interfere with operation of casement sash.

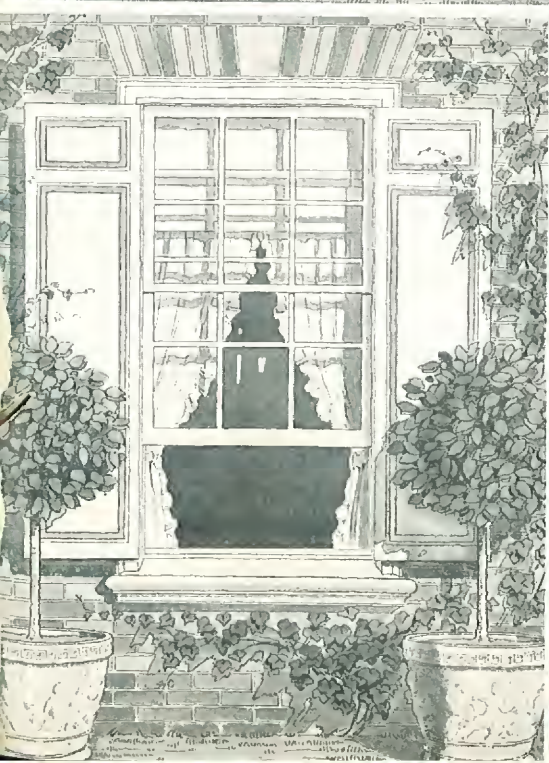


## AND FOR EVERY TYPE OF WINDOW



No matter what the type of window . . . double hung or casement . . . wood or steel . . . it can be equipped with ROLSCREENS of Pella. The fifteen exclusive patented features incorporated in their construction, which make them so durable and rigid that we guarantee them for ten years, can only be had in the genuine ROLSCREENS of Pella. ROLSCREENS are permanent. They need never be removed from the window. They roll up and down like a window shade. No obstructed vision when windows are closed. No storage space required. ROLSCREENS are thoroughly insect-tight . . . locked in on all sides. No gapping edges from shrinkage or bad fitting. In planning your home be sure to discuss ROLSCREENS of Pella with your architect.

**ROLSCREENS ARE NEATLY CONCEALED . . .** ROLSCREENS allow a new freedom and a new beauty in complete screen protection.



ROLSCREEN



# ★ ROLSCREENS FOR ALL TYPES OF HOMES



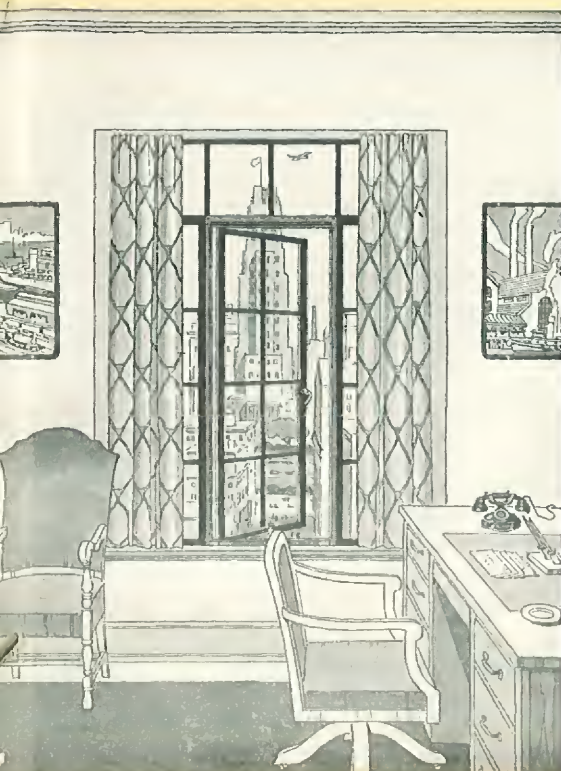
Rolscreened home of C. S. Teal, Washington, D. C.  
A. H. Sonnemann, Architect



Rolscreened home of Col. Robt. H. Morse, Chicago, Ill.  
Zimmerman, Saxe & Zimmerman, Architects



## DIRECT TO CASEMENTS



ROLSCREENS can be attached directly to steel casements so as not to interfere with sash handles and sash operators. The casements can be opened, closed and locked without raising the screen. ROLSCREENS have many advantages over frame screens as used with casements. There's no blurring of the vision through clear glass, there's no gaudy screen wire to detract from fine draperies . . . because ROLSCREENS are out of sight when the window is closed. ROLSCREENS don't have to be taken down each time windows are washed . . . there's easy access to awnings and flower boxes. You don't want screens over your windows all winter long . . . frame screens must be taken down for storage . . . ROLSCREENS store themselves. On the newer types of casements, ROLSCREENS utilize the screen brackets already fitted on the windows.

## MODEL 50 ROLSCREEN



Model 50 ROLSCREEN meets the demand for a rolling screen of moderate cost that can be easily installed on the outside of double hung windows without alteration or fitting. This Model is similar in construction to Senior ROLSCREENS except that it covers only the lower half of the window. It eliminates the twice-a-year nuisance of putting up, taking down, storing, sorting, repairing and repainting. The narrow and inconspicuous guides at the sides and the narrow bottom rail do not reduce the light and ventilating area of your windows. There is no taking down for window washing. There is easy access to awnings. The same exclusive patented features, and the same clean, clear vision AluminA wire cloth as used in Senior ROLSCREENS are also used in Model 50. Banish the drudgery of old-fashioned window screens!





## WHAT ARCHITECTS SAY

This early American type home was designed and built by Mr. Leslie I. Nichols, Architect, for his own use. Mr. Nichols makes an interesting comment . . . He says . . . "The old type wooden screens set on the outside of the window entirely conceals the window, hiding the beauty of the panelled divisions. Wooden screens set on the outside couldn't be used for this house. Therefore, the screens must be set inside. Could a wooden screen be used satisfactorily inside? It is a known fact that it can't. The answer was a rolling type screen. The beauty of the windows, both inside and out, has been preserved in the only way possible, consistent with the most improved method of screening. This house is just as charming and lovely as its prototype."

ALFRED A. HAHN  
TOLEDO, OHIO

*"Found Rolscreens satisfactory in every respect. The savings on 1,200 openings is very attractive. We give our unqualified endorsement to your equipment."*

C. MELVIN FRANK  
COLUMBUS, OHIO

*"After three years of daily observation I find Rolscreens to be one of the chief comforts in the home. Your guarantee has been given in a manner most pleasing."*

J. WINTHROP WOLCOTT  
BALTIMORE, MARYLAND

*"I am 101 per cent sold on Rolscreens . . . no storing, hanging or repainting. I appreciate the close attention you give to each installation."*

ELMER E. NIEMAN  
COLORADO SPRINGS, COLORADO

*"Used Rolscreens in what is the finest house in Colorado Springs and have always found them very satisfactory."*

EARL K. BISHOP  
PERRY & BISHOP, NEW BRITAIN, CONNECTICUT

*"Have installed Rolscreens on every residence job since 1927, and have yet to hear of a single removal. Using them on both casement and double hung windows satisfactorily."*

WESLEY LESHER BLITHE  
PHILADELPHIA, PENNSYLVANIA

*"It is a pleasure to have a necessary adjunct concealed without detracting from an architectural feature, yet ready for instant use."*

A. H. SONNEMANN  
WASHINGTON, D. C.

*"Rolscreens are installed in a number of Kenwood homes and give excellent service. The first were installed over three years ago and work perfectly without adjustment or repairs of any kind."*



## WHAT HOME OWNERS SAY

When selecting your screens, insist they be genuine ROLSCREENS of Pella . . . the screens thoughtfully designed and engineered in behalf of beautiful windows. ROLSCREENS are fully guaranteed . . . having incorporated in them fifteen exclusive patented features which insure many years of satisfactory service at a surprisingly low cost. Below we quote from a few of the thousands of letters we have received from enthusiastic ROLSCREEN users.

MR. L. E. BLOCK  
GERMANTOWN, PENNSYLVANIA

*"Rolcreens giving good service. Finest thing in my house."*

MR. JOHN JANERI  
SAN DIEGO, CALIFORNIA

*"The Rolcreens work perfectly. They are wonderful."*

MR. H. R. CORBETT  
CHICAGO, ILLINOIS

*"Giving satisfactory service for seven years. Work perfectly."*

MR. A. L. HANOVER  
NASHVILLE, TENNESSEE

*"Have proven satisfactory and I recommend them."*

MR. J. H. BRIGGS  
CHICAGO, ILLINOIS

*"Rolcreens very satisfactory. Would order them again."*

MR. O. S. WOLFE  
ROCHESTER, NEW YORK

*"Wonderful satisfaction. Would omit many things but not Rolcreens."*

MR. KENNETH M. STEVENS  
DETROIT, MICHIGAN

*"For their beauty, I would not build another home without them."*

MR. H. G. FRANTZ  
SALIDA, COLORADO

*"In winter give protection and prevent soiling drapes."*

MR. J. H. McNABB  
CHICAGO, ILLINOIS

*"Rolcreens a real economy. Would have nothing else for windows."*

MR. W. H. McKAY  
SYRACUSE, NEW YORK

*"Best investment I ever made."*



ROLSCREENS BLEND IN BEAUTIFULLY WITH CASEMENT WINDOWS

# HOME OWNERS TESTIFY TO ROLSCREENS

## BEAUTY

MR. J. A. PARKS  
WASHINGTON, D. C.

*"Does not detract from architectural treatment of windows."*

MR. J. H. ETTER  
SAN FRANCISCO, CALIFORNIA

*"Do not spoil the beauty of the windows."*

MR. J. H. HAHN  
CINCINNATI, OHIO

*"Unusually neat in appearance."*

MR. WESLEY L. BLITHE  
PHILADELPHIA, PENNSYLVANIA

*"Rolscreens give utility without detracting from the architectural features."*

MR. THOS. K. WINDHAM  
ATLANTA, GEORGIA

*"We are delighted with the appearance of the screens."*

## CONVENIENCE

MR. A. T. SHARP  
KANSAS CITY, MISSOURI

*"Four years without a particle of trouble. Big convenience."*

MR. C. W. ARNUM  
RIVER FOREST, ILLINOIS

*"Rolscreens save time, work and worry."*

MR. J. W. ESSWEIN  
BROOKLYN, NEW YORK

*"Rolscreens mean convenience with economy."*

MR. F. C. CASPER  
EVANSTON, ILLINOIS

*"Indispensable for convenience and service."*

MR. J. H. COLLIER  
WASHINGTON, D. C.

*"So conveniently out of sight when not in use."*

MR. G. P. MOUGEY  
CINCINNATI, OHIO

*"For four years Rolscreens have been a real pleasure and convenience."*

MR. L. N. STAFFELBACH  
CHICAGO, ILLINOIS

*"Rolscreens are ideal. Convenience without usual bother of painting, repairing and installing."*

## ECONOMY

MR. J. K. TAUERMAN  
FT. DODGE, IOWA

*"In five years never spent a penny."*

MR. R. J. CURTIS  
PHILADELPHIA, PENNSYLVANIA

*"Rolscreens are very inexpensive."*

DR. A. B. LANDRUM  
COLUMBUS, OHIO

*"No expense or upkeep since installed."*

MR. L. REGNER  
SAN MATEO, CALIFORNIA

*"People should prefer Rolscreens at any price."*

MR. FRANK B. MILLER  
CHICAGO, ILLINOIS

*"A real economy in the saving of labor."*

MR. H. A. O'DELL  
DETROIT, MICHIGAN

*"Am delighted with Rolscreens after five years of use. A good investment."*

## SERVICE

MR. F. C. PEOLI  
TUDOR CITY, NEW YORK

*"No other can take their place in service and convenience."*

DR. W. E. NEWCOMB  
CLEVELAND, OHIO

*"Four years and still functioning perfectly."*

MR. SAM COWAN  
OKLAHOMA CITY, OKLAHOMA

*"Rolscreens are serviceable, convenient and durable."*

MR. P. W. KNEFELY  
BALTIMORE, MARYLAND

*"Giving entire satisfaction. Would not do without Rolscreens."*

MR. SIDNEY RICE  
INDIANAPOLIS, INDIANA

*"I am well satisfied with the service and would recommend them to anyone."*

## SAFETY

MR. S. V. SEDDON  
SAN FRANCISCO, CALIFORNIA

*"Rolscreens keep my small daughter from falling from window."*

MR. C. A. GARLAND  
MEDIA, PENNSYLVANIA

*"Rolscreens give a feeling of security at night."*

MR. H. F. CONKLIN  
ALBANY, NEW YORK

*"Prowlers prevented from entering home during absence, thanks to Rolscreens."*

MR. D. A. WOODCOCK  
NEW YORK, NEW YORK

*"Give protection to our children's bedroom at night."*

MRS. W. E. MARQUAM  
HINSDALE, ILLINOIS

*"Rolscreens a great convenience and safety during spring and fall cleaning."*



# REPRESENTATIVE ROLSCREEN INSTALLATIONS

## RESIDENCES

Thomas Meighan Winter Home, Newport Richey, Fla.  
 Thomas Meighan Summer Home, Great Neck, L. I., New York  
 Reynoldswood, J. G. Ralston, Pres. Reynolds Wire Company, Dixon, Ill.  
 Salisbury Place, Carl Weeks, Pres. Armand Company, Des Moines, Iowa  
 T. J. Maytag, The Maytag Co., Newton, Ia.  
 George Morrell, John Morrell & Co., Inc., Ottumwa, Iowa  
 Wilbur Brucker, Michigan State Attorney General, Saginaw, Mich.  
 Major Gen. J. F. O'Ryan, Comm. 27th Div. World War, Mt. Kisco, N. Y.  
 Louis Stoddard, Int. Polo Player, Westbury, L. I., New York  
 John D. Rockefeller, Ormond Beach, Fla.  
 J. W. Hubbell, Financier, Des Moines, Iowa  
 Governor's Mansion, Oklahoma City, Okla.  
 Bruce Barton, Author, Foxboro, Mass.  
 Arnold Lenz, Mgr. Chevrolet Motor Co., Saginaw, Mich.  
 Arthur Schupp, Gen. Mgr. A. F. Bartlett Co., Saginaw, Mich.  
 Harvey T. Woodruff, "Help, Help!" Linotype Editor, Chicago Tribune, Evanston, Illinois  
 Capt. W. G. Roper, Atlanta, Ga.  
 Albert Stickley, Stickley Bros. Furniture Mfg. Co., Stickley, Mich.  
 Jack Sharkey, Chestnut Hill, Mass.  
 J. W. Studebaker, Supt. D. M. Schools, Des Moines, Iowa  
 Mr. Kuebler, Pres. Uniflow Mfg. Co., Erie, Pennsylvania  
 Wm. A. Ready, Pres. Ames Shovel & Tool Co., Brookline, Mass.  
 G. D. Moore, Vice Pres. Ohio - Chevrolet Motor Car, Toledo, Ohio  
 Wm. Laughlin, Mayor Niagara Falls, Niagara Falls, New York  
 Geo. S. Parker, Pres. Parker Pen Co., Milwaukee, Wis.  
 Ken Hubbard, ABE MARTIN, Indianapolis, Indiana  
 G. B. Everitt, Pres. Montgomery Ward & Co., Winnetka, Ill.  
 C. R. Sheaffer of Sheaffer Pen Co., Ft. Madison, Iowa  
 W. A. Sheaffer of Sheaffer Pen Co., Ft. Madison, Iowa  
 Ralph B. Ives, Pres. Aetna Ins. Co., Hartford, Conn.  
 A. L. Blakeslee, Senior Architect of the Treasury, Woodside, Md.  
 Geo. E. Clark, Section Chief in Navy Dept. Bureau of Yards & Docks, Washington, D. C.  
 Gen. Fisher, Head of Medical School of Walter Reed Hospital, Rosslyn, Va.  
 G. H. Mosby, Pres. Konjola Mfg. Co., Cincinnati, Ohio  
 Walter P. Chrysler, Pres. Chrysler Corp. Hunting Lodge, Cambridge, Md.  
 H. H. Seaman, Director Nash Motor Co., Milwaukee, Wisconsin

Ralph Rollins, Rollins Hosiery Mills, Des Moines, Iowa  
 Frederick C. Hubbell, Des Moines, Iowa  
 Freda Maytag Sparey (Broadmoor) Colorado Springs, Colo.  
 Henry Nollen, Pres. Equitable Life Ins. Co., Des Moines, Iowa  
 A. I. Jones, Pres. U. S. Register Co., Battle Creek, Mich.  
 E. L. Pemberton, Pres. Pemberton Steel Co., Scarsdale, New York  
 Powell Crosley Jr., Pres. Crosley Radio Corp., Sarasota, Fla.  
 Dr. Isaac Jones, Los Angeles, Calif.  
 G. A. Voute, Woodside, Calif.  
 Mrs. Herbert L. Satterlee, Greenwich, Conn.  
 A. G. Herrmann, Washington, D. C.  
 Wm. Luer, Alton, Illinois  
 H. F. Luer, Alton, Illinois  
 Dr. J. A. Pape, Chicago, Illinois  
 Edison Dick, Lake Forest, Illinois  
 E. K. Welles, Lake Forest, Illinois  
 Meredith Nicholson, Author, Indianapolis, Indiana  
 Eli Lilly, Vice Pres. Eli Lilly Company, Indianapolis, Indiana  
 John S. Wright, Eli Lilly Company, Indianapolis, Indiana  
 Ralph Showalter, Eli Lilly Company, Indianapolis, Indiana  
 Ed Swanson, Eli Lilly Company, Indianapolis, Indiana  
 J. P. Scott, Eli Lilly Company, Indianapolis, Indiana  
 H. S. Noel, Eli Lilly Company, Indianapolis, Indiana  
 Woods Caperton, Eli Lilly Company, Carmel, Indiana  
 Herman Teetor, Perfect Circle Company, Hagerstown, Indiana  
 Donald Teetor, Perfect Circle Company, Hagerstown, Indiana  
 Lothair Teetor, Perfect Circle Company, Hagerstown, Indiana  
 Parsonage, St. Paul's Evangelical Church, Terre Haute, Indiana  
 D. Kruidenier, Des Moines, Iowa  
 Gardner Cowles, Des Moines, Iowa  
 Prof. Edward Bartow, Iowa City, Iowa  
 Dr. R. W. Wood, Newton, Iowa  
 Max Roth, Ottumwa, Iowa  
 Robert Foster, John Morrell and Company, Ottumwa, Iowa  
 Geo. P. Spates, Baltimore, Maryland  
 Dr. W. B. Clemson, Baltimore, Maryland  
 E. A. Pessagno, Chevy Chase, Maryland  
 E. A. Pessagno, Kenwood, Maryland  
 John Charles Thomas, Metropolitan Opera Company, Easton, Maryland  
 Karl O. Sonnemann, Chevy Chase, Maryland  
 Dr. W. Jenkins, Beverly, Mass.  
 Richard M. Cameron, Esq., Concord, Mass.  
 Edward Davis, North Adams, Mass.  
 Mrs. Wm. Formean, Norwood, Mass.  
 Dr. Charles Furcolo, Springfield, Mass.  
 Mrs. C. C. Griswold, Stockbridge, Mass.  
 Dr. L. C. DeRose, Wilbraham, Mass.  
 J. G. Gosling, Sturgis, Mich.  
 Earle Brown, Minneapolis, Minn.

Charles Truitt, Kirksville, Mo.  
 Fred Halter, St. Louis, Mo.  
 E. S. Sands, Webster Groves, Mo.  
 John Phillipich, Closter, N. J.  
 Peter Pasquale, Englewood, N. J.  
 E. W. Conover, Hopewell, N. J.  
 Bancroft Gherardi, Short Hills, N. J.  
 Dr. L. Crawford Russell, South Orange, N. J.  
 Mayer Berman, South Orange, N. J.  
 Edward J. O'Connell, Albany, N. Y.  
 Davis Smurl, Albany, New York  
 Eugene F. Hord, Armonk, New York  
 Vincent Riggio, American Tobacco Company, Chappaqua, New York  
 F. E. Barbour, Vice Pres. Beechnut Packing Company, Canada Lake, New York  
 Major Gen. W. D. Connor, West Point, New York  
 M. C. Barry, Rochester, New York  
 Mrs. Alice Krinovitz, Saranac Lake, N. Y.  
 R. W. Barnwell, Burlington, North Carolina  
 Dr. Lee Good, Westwood, Cincinnati, Ohio  
 Dr. S. H. Schriver, Cincinnati, Ohio  
 Hon. Wm. A. McConnell, Beaver, Pa.  
 Lady Virginia B. Thornton, Bowmansdale, Pennsylvania  
 Dr. A. W. Samueli, Philadelphia, Pa.  
 A. Atwater Kent, Sugartown, Pennsylvania  
 Dr. J. Brunn Swathmore, Pennsylvania  
 Lt. Col. Harper, Falls Church, Virginia

## MODEL HOMES

Register and Tribune Model Home, Des Moines, Iowa (1933)  
 Fullerton Guest House, Minneapolis, Minn.  
 Brick House, Century of Progress Exposition, Chicago, Illinois

## FOREIGN RESIDENCES

R. O. Swezey, Kingston, Ontario  
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 Compania Carmeta, Montevideo, Uruguay  
 Mrs. C. W. Blegen, Athens, Greece  
 Hernandez Largaia, Buenos Aires, Argentina  
 E. A. De la Rose, Barranquilla, Colombia  
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 P. T. Volker, Slidrecht, Netherlands  
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 Child Residence, Yokohama, Japan  
 Mr. Osawa, Yokohama, Japan  
 Mr. Otera, Mikage, Japan  
 Mr. Hasegawa, Osaka, Japan  
 Mr. Sasaki, Kobe, Japan  
 Prince Li, Tokyo, Japan  
 Prince Takamatsu, 3rd son of Emperor, Yokohama, Japan  
 Premier Tanaka, Yokohama, Japan  
 Vice Count Mayeda, Yokohama, Japan  
 Dr. Momose, Osaka, Japan

# ROLSCREEN CONSTRUCTION . . . Standard Type

In its engineering activities the Rolcreen Company has always held to the fundamental principles that ROLSCREENS must be easy to operate and easy to install, and of such rigid and durable construction that they will give many years of trouble-proof service under most strenuous conditions. Those features which have made ROLSCREENS a really practical rolling window screen and have led to their adoption by thousands of owners, builders and architects all over the world, are exclusive and patented.

ROLSCREENS are built in standard stock sizes to fit all openings from 10" to 61" wide, and up to 120" high, and are carried in stock ready for immediate shipment.

**ROLSCREEN FEATURES . . . GUIDES . . .** (Numerals refer to features pointed out in cut-away illustration of Rolcreen Construction.)

The Rolcreen guides (1) grip lugs (2) fastened in the selvages of the screen wire and prevent its sagging and bagging. Slotted holes in the attaching flanges allow the guides to adjust themselves in case of swelling or shrinking of the woodwork. Blocks on the ends of the operating bar (8) are frictionally engaged in the guides. This frictional engagement prevents the cross bar tilting and regulates the action of the screen preventing its flying to the top when released. When installing Rolcreens, the operating bar, as it is drawn through the guides, acts as a template and automatically adjusts the guides to the opening. Lips at the upper ends of the guides co-acting with the housing, assure accurate installation. The guides are very inconspicuous . . . the only part exposed being a bead the size of a pencil. A specially designed groove along the jaws of the guides prevents paint entering and binding the screens when redecorating them.

**ROLSCREENS ARE INDESTRUCTIBLE . . .** Rolcreens are built to stand up under hard service. If the screen wire receives a blow hard enough to tear or bag the ordinary screen, the lugs (2) in the selvages of the cloth are released from the guides (1) without injuring the wire. Upon pushing the entire released edge to the outside and raising the screen its full length, it will realign itself by riding over the cut-away back side of the guide (3) and will be automatically re-entered and re-stretched when the screen is lowered.



**THE ROLLER ASSEMBLY . . .** The roller (4), onto which the screen wire is soldered, together with the spring inside, is built in the Rolcreen factory. The springs are coiled out of extra heavy oil-tempered wire on automatic machines. The entire assembly is very simple and durable and cannot give trouble.

**THE HOUSING . . .** The Rolcreen housing is electrically welded and of very sturdy construction. Recessed ends (6) reinforce it and make it rigid. The standard housing is 2 5/8" square. For openings less than 52" high, a 2 1/8" housing may be used. For openings over 84" high, a 2 7/8" housing must be used.

All of the metal parts of ROLSCREENS, the housing, guides, and operating bar, are constructed of lead-coated terne-plate, which offers a perfect bond for paint.

**THE FLOATING ROLLER . . .** A special feature of Rolcreens is the patented "floating" roller (5). As the screen lowers and the roll of screen cloth grows smaller, the entire roller assembly automatically moves forward. The screen wire cannot drag on the lower edge of the housing and cannot wear out.



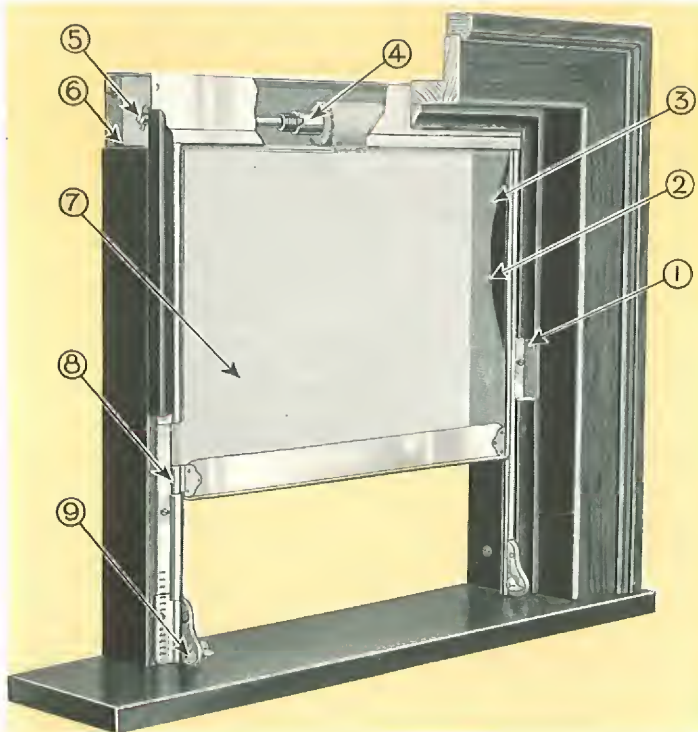
**SCREEN CLOTH . . .** The screen cloth (7) is double-lifted, rust-proofed, triple selvaged AluminA, especially woven and processed for Rolcreens. It is a clean grey color and almost invisible. It has great tensile strength, it is rigid and is built up of materials that are guaranteed not to break or crack under continuous flexing. The mesh is perfect, sixteen strands to the inch. This is an ideal weave. It keeps out the smallest insects, yet allows maximum visibility and ventilation.

**METAL PARTS . . .** The metal parts of Rolcreens are manufactured from lead coated terne-plate. This metal provides a perfect surface for paint, for Rolcreens are usually to be painted after they are installed so as to harmonize with surrounding trim. If the screens are not to be immediately painted, they can be prime coated at the factory for a very small charge. Or they can be completely finished in fine enamel at a nominal cost.

**LATCHES . . .** When lowered, Rolcreens are automatically locked on the window sill by positive latches (9) which are perfectly adjustable and can be unlocked only from the inside. No attachments to mar beautiful sills.

## Mechanical Features

1. Rolcreen guide . . . Laterally adjustable, paint proof slide channel.
2. Rolcreen lug in edge of screen cloth.
3. Rolcreen automatic re-entry feature.
4. Rolcreen roller assembly.
5. Rolcreen floating roller.
6. Rolcreen recessed housing and welded construction.
7. Rolcreen practically invisible cloth.
8. Friction block (frictionally controlled operation).
9. Automatic fully adjustable latch.



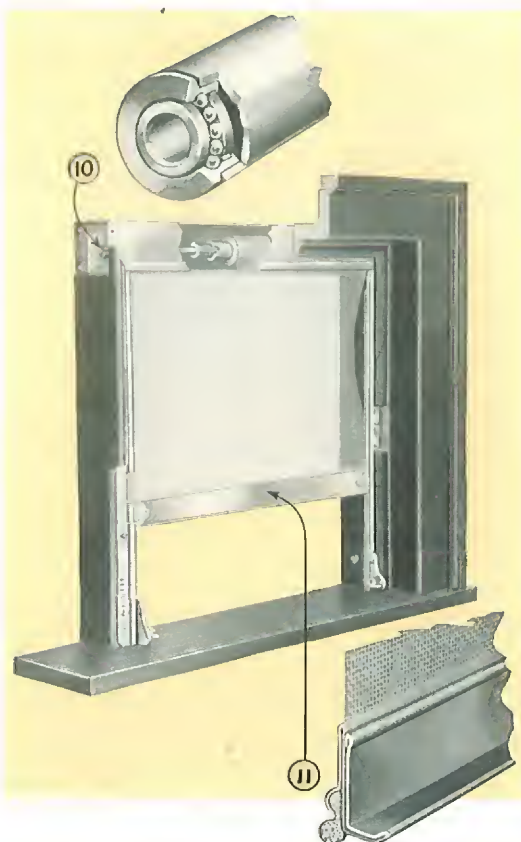


## ROLSCREEN CONSTRUCTION... DeLuxe Type

In designing the DeLuxe Heavy Duty Type ROLSCREEN, it was the purpose of the Rol-screen Company to build the very best rolling screen that engineering genius and modern manufacturing facilities could achieve. In addition to all of the exclusive patented features incorporated in the Standard ROLSCREEN assembly . . . the patented guide construction, lugs holding the screen cloth in the guides, automatic re-entry of screen cloth into the guides, frictional control of the operation of the screen, the floating roller, clear vision double-lifed AluminA screen cloth, and automatic lever type fully adjustable latches . . . three important features are added, a roller mounted on ball bearings, a heavy duty operating bar and a resilient rubberized sill contact.

### Three Added Features

- 10—1. Roller bearings mounted in each end of the roller assembly. They insure long service and easy operation.
- 11—2. Heavy rigid operating bar . . . reinforced De Luxe Type.
3. Resilient, rubberized felt sill contact, insuring perfect closure between operating bar and sill . . . attached so as to be easily replaceable.



### Heavy Duty Construction

The De Luxe type Rol-screen is used in all kinds of construction . . . residential, as well as institutional. It is especially recommended for hospitals and public buildings where screens are usually large and subjected to hard service. Operating handles can be attached to the De Luxe bar to facilitate the handling of wide and long screens.

### ROLSCREEN MOUNTINGS

#### FRICTION ANGLES

Friction angles provide a simple means for mounting ROLSCREENS without special fitting or cutting the wood trim. They support the screen housing and frictionally hold the Rol-screen guides. They are made in varying depths as shown on back page, so that standard stock size ROLSCREENS can be fitted into all fractional inch width openings.

#### PLASTER CHANNELS

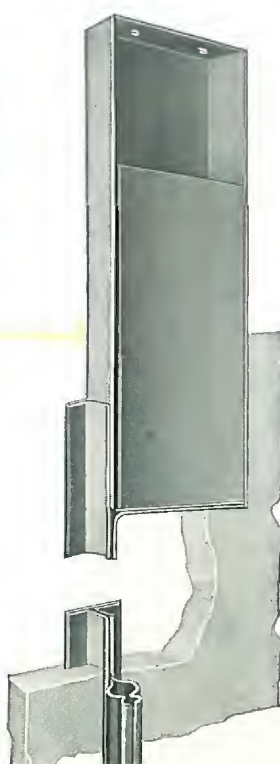
Where there is to be no wood trim around the windows and the plaster is to be brought around the jamb directly into the sash, ROLSCREENS can be installed by setting plaster channels on the rough jambs so that they will be imbedded in the plaster. A removable filler cap supports the ROLSCREEN housing and provides for insertion or removal of the screen assembly.

### ROLSCREEN GUARANTEE . . .

ROLSCREENS are guaranteed against defects in workmanship and material for a ten-year period. A new screen will be furnished free of charge for any failing under this guarantee. This does not cover damage or abuse to the screen or any other condition beyond the normal control of the manufacturer.



Friction Angle



Plaster Channel



THAT FINAL TOUCH OF ELEGANCE

## *Pella Venetian Blinds*

FOR YOUR WINDOWS

Whether your decorative motif be Modern or Early American, French Provincial or Georgian, Pella Venetian Blinds fit in perfectly with your window draping effects. They are the ideal window shade equipment . . . they give you perfect control of lighting and ventilation . . . just the light to suit the mood . . . a light of soft mellowness during hours of rest and relaxation . . . full radiance when you are genial and active. For seclusion they give complete shading day or night.

Decorative possibilities are unlimited . . . color combinations in delicate tints may be selected for simple dignity and quiet harmony . . . or striking color combinations in tapes and slats to suit the tastes of the moderns.



PELLA  
*Venetian Blinds*

Beauty Predominates . . .  
Mechanics Are Concealed

THAT MAKES THEM DIFFERENT

"ELIMINATE all unsightly brackets! ELIMINATE the tilting bar! ELIMINATE the light lines between the head member and the blind slats! Work it out so that the nesting of slats is perfect and compact when the blind is raised! Make the blind easy to tilt! Make it hold its tilt in any position! Make it close perfectly! Make it lock without tying! Make it operate easily! Eliminate cord wear!" Those were the instructions to the engineering department of the Rolcreen Company when it was decided to offer a Venetian Blind through its sales representatives.

"Work out a new decorative effect! Work out new and striking color schemes! Make Pella Venetian Blinds beautiful!" Those were the instructions to the department in charge of decorative schemes.

The result is an achievement of which we are proud . . . it's the amazing accomplishment of each of these objectives. We have developed a product that is a fitting companion to ROLSCREENS; that incorporates nine exclusive features. It is a blind that is really different.

9 OUTSTANDING

*Advantages*

Gone are the unsightly brackets! Gone is the tilting bar! Gone are the light lines! Gone is the bunglesome bundling of slats! Gone is the difficult tilting! Gone is the slip of the tilting arrangement! Gone are the peek-holes between the slats! Gone is the bothersome tying of cords. Gone is the cord-wear and replacement of cords!

**DECORATIVE EFFECTS . . . THEY'RE GORGEOUS! . . .** They're new and exclusive . . . worked out by ROLSCREEN! Just a few suggestions! Slats silver with red edges and black tapes; slats light green with peach colored edges and black tapes; slats tan with Indian Orange edges and brown tapes; slats gold with black edges and green tapes! These as well as the more conventional colors . . . shades of cream and gray. Now, in addition to offering controlled lighting and ventilation, we offer a blind that appeals exactly to those discriminating home owners, architects and interior decorators whose delicate sense of beauty is jarred by crude mechanical devices injected into carefully planned window effects. Completely refined in every detail . . . that's the Venetian Blind by Rolcreen Company.

**COMPARE PELLA VENETIAN BLINDS . . .** Compare with Venetian Blinds as you know them. Note how nearly the slats nest. Note that there are no unsightly brackets, no light lines, no bothersome tying of cords. They are automatically locked in any position to any degree of tilt without wearing of cords. Bundle size is reduced 20%. There are no slats cut short to make room for brackets. All tilting mechanism is concealed in a small compact metal housing and beauty and symmetry predominate.



PELLA VENETIAN BLINDS  
modern in mechanical perfection and unmarred beauty

ROLSCREEN

A NEW  
CONCEPTION  
OF BEAUTY!



GUARANTEE

POLICY

SERVICE

ROLSCREENS are guaranteed against defects in workmanship or material for a ten year period. A new screen will be furnished free of charge for any failing under this guarantee. This does not cover damage or abuse to the screen or any other condition beyond the normal control of the manufacturer.

The hidden values received by ROLSCREEN owners are based upon the policy of the company to build a product of marked excellence, represented truthfully, and to follow every installation with interest and a pledge of satisfaction. Prompt and competent service is available everywhere through an organization of exclusive ROLSCREEN offices and five hundred dealers . . . co-ordinated by efficient factory co-operation.

It is easy to buy ROLSCREENS and Pella Blinds. Mail this coupon to Pella. We'll refer it to a dealer near you who'll be anxious to serve — no obligation.

Date \_\_\_\_\_

ROLSCREEN COMPANY, Pella, Iowa:

Will you have your nearest representative call \_\_\_\_\_ (Date)  
at \_\_\_\_\_ (A. M.) (P. M.) to submit Estimate on  
Rolscreens ☐ Pella Venetian Blinds ☐ for approximately \_\_\_\_\_ (Number)  
windows. It is understood that this places me under no obligation.

WE HAVE . . .

OUR NAME AND ADDRESS IS . . .

☐ New home under construction.

☐ Home already built.

☐ Double Hung Windows.

☐ Wood Casements.

☐ Steel Casements.

Telephone No. \_\_\_\_\_

Have your architect specify ROLSCREENS and Pella Blinds . . he has complete information in his Sweet's Catalogue files, and insist that your contractor purchase genuine Rolscreen Company products.



# ROLSCREEN DISTRIBUTORS

## ALBANY, NEW YORK

L. & S. Sales Corp., 271 Washington Ave.

## BALTIMORE, MD.

Rolscreen Company, 12 West Madison Street

## BOSTON, MASS.

Rolscreen Company, 727 Little Bldg.

## BUFFALO, N. Y.

Niagara Metal W. S. Co., 37 West Tupper Street

## CHARLOTTE, N. C.

Bost Building Equipment Co. Inc., 914 E. 4th Street

## CHICAGO, ILL.

Rolscreen Company, 307 North Michigan Avenue

## CINCINNATI, OHIO

Ed. G. Pick, 2356 Park Avenue

## CLEVELAND, OHIO

Rolscreen Co., 2353 Northland Ave., Lakewood

## COLUMBUS, OHIO

H. S. Sterner, 1555 Menlo Place

## DALLAS, TEXAS

Universal Building Products Co., 2200 Cedar Springs Avenue

## DAYTON, OHIO

Dayton Screen & W. S. Co., 653 Reibold Bldg.

## DENVER, COLORADO

United Materials Company, 1122 Broadway

## DES MOINES, IOWA

Rolscreen Company, 510 15th Street

## DETROIT, MICH.

W. O. LeSage and Co., 1720 12th Street

## EVANSVILLE, IND.

A. J. Schneider, 407 Reis Avenue

## GRAND RAPIDS, MICH.

Grand Rapids Screen Company, Inc., 419 Murray Bldg.

## GREENSBORO, N. C.

McClamroch Company

## HARRISBURG, PA.

Harrisburg Metal W. S. Co., 1517 Allison St.

## HARTFORD, CONN.

L. R. Smith, 108 Whitman Avenue, West Hartford

## HELENA, MONTANA

Raymond C. Grant

## HOUSTON, TEXAS

Lehman Steel Products Co., 340 Merchants and Manufacturers Bldg.

## INDIANAPOLIS, IND.

Rolscreen Co., P. O. Box 25, Broad Ripple Station

## JACKSONVILLE, FLA.

Geo. P. Coyle, 1023 Lark Street

## KANSAS CITY, MO.

Weatherproof Products Company, 321 Westport Rd.

## LANSING, MICHIGAN

H. O. Brouwer, 122 South Hayford

## LOS ANGELES, CALIF.

J. E. Dwan, Inc., 616 S. Anderson

## LOUISVILLE, KY.

Overhead Door Company of Kentucky, Inc.

Commercial Bldg., 107 South 4th Street

## MILWAUKEE, WIS.

E. T. Ver Halen, Inc., 2401 N. Maryland Avenue

## MINNEAPOLIS, MINN.

H-J Building Specialty Company, Plymouth Bldg.

## NEW ORLEANS, LA.

Leonardi Studios, 536 S. State St.

## NEW YORK CITY, N. Y.

Rolscreen Company, 103 Park Avenue

## OMAHA, NEB.

C. M. Noble, 1609 Binney Street

## PHILADELPHIA, PA.

Rolscreen Company, 2202 Chestnut Street

## PHOENIX, ARIZONA

Baker-Thomas Company, 300 South 12th Street

## PITTSBURGH, PA.

E. K. Geyser and Company, 200 Cedar Hurst St.

## PORTLAND, OREGON

R. C. Lautenbach, 1330 S. W. 5th Ave.

## ROANOKE, VA.

Roanoke Engineering Sales Co., State & City Bank Building

## ROCHESTER, NEW YORK

Rolscreen Company, 703 Temple Bldg.

## ST. LOUIS, MO.

Rolscreen Company, 455 Paul Brown Bldg.

## ST. PETERSBURG, FLA.

E. L. March, 303 Third Avenue, North

## SALT LAKE CITY, UTAH

Kawson Company, 536 South State Street

## SAN FRANCISCO, CALIF.

H. E. Root, 1865 California Street

## SOUTH BEND, INDIANA

C. L. Hudson, 806 Woodside Street

## SYRACUSE, NEW YORK

Rolscreen Company, 409 E. Jefferson Street

## TOLEDO, OHIO

Anderson & Krapp, 916 Summit Street

## TULSA, OKLAHOMA

Merry Screen & W. S. Co., 215 South Madison

## WASHINGTON, D. C.

Rolscreen Company, 1427 Eye Street, N. W.

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*Rolscreens*  
TRADE MARK  
OF PELLA